

Software North America (NAFTA) Industry Guide 2015-2024

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Abstracts

Software North America (NAFTA) Industry Guide 2015-2024

SUMMARY

The NAFTA Software industry profile provides top-line qualitative and quantitative summary information including: market size (value 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Essential resource for top-line data and analysis covering the NAFTA software market. Includes market size and segmentation data, textual and graphical analysis of market growth trends and leading companies.

KEY HIGHLIGHTS

The North American Free Trade Agreement (NAFTA) is a trade agreement between the countries in North America: the US, Canada and Mexico. The software industry within the NAFTA countries had a total market value of \$219.9 billion in 2019. The Canada was the fastest growing country, with a CAGR of 10.2% over the 2015-19 period.

Within the software industry, the US is the leading country among the NAFTA bloc, with market revenues of \$200.4 billion in 2019. This was followed by Canada and Mexico, with a value of \$13.8 and \$5.7 billion, respectively.

The US is expected to lead the software industry in the NAFTA bloc, with a

value of \$306.6 billion in 2024, followed by Canada and Mexico with expected values of \$22.2 and \$9.4 billion, respectively.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the NAFTA software market

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the NAFTA software market

Leading company profiles reveal details of key software market players' NAFTA operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the NAFTA software market with five year forecasts

Compares data from the US, Canada and Mexico, alongside individual chapters on each country

REASONS TO BUY

What was the size of the NAFTA software market by value in 2019?

What will be the size of the NAFTA software market in 2024?

What factors are affecting the strength of competition in the NAFTA software market?

How has the market performed over the last five years?

What are the main segments that make up the NAFTA software market?

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COMPANIES MENTIONED

Microsoft Corporation

International Business Machines Corporation

Alphabet Inc

Open Text Corporation

Oracle Corporation

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